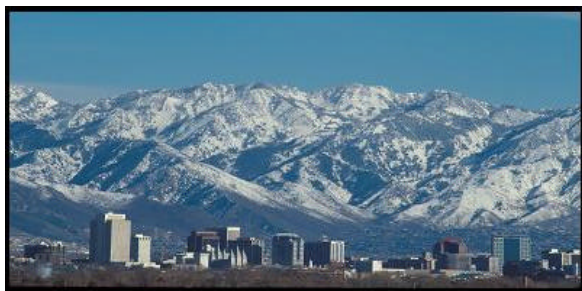


INTERNATIONAL VISITORS TO SALT LAKE CITY

- BUSINESS AND SKI TRIPS -



Nearly a third of all overseas visitors to Utah visited Salt Lake City, making it the most popular Utah destination specifically named in the survey. There are several important differences between overseas visitors to Salt Lake City and overseas visitors to the rest of the state.

Nearly 40% of all visits to Salt Lake City by overseas travelers are made as a result of a business trip. In addition, overseas visitors to Salt Lake City are more

than twice as likely to ski than visitors to the rest of the state. The implications of a larger percentage of business travelers and the greater incidence of skier visits significantly influence the characteristics of visitors to the city.

Demographics. Visitors to Salt Lake City are typically more affluent and spend significantly more than their counterparts to the rest of the state. Men, many of whom are traveling alone, comprise a higher percentage of trips to Salt Lake City than to the rest of the state. The business link between Salt Lake City and Japan is especially important and Japanese travelers comprise the second largest group of travelers to Salt Lake City, nearly equal to the number of German travelers. The popularity of Utah skiing among visitors from the U.K, Australia, South America and Scandinavia means that visitors from these regions are more common to Salt Lake City than to the rest of the state. Conversely, Germans, French, Italians and Dutch travelers are less likely to visit Salt Lake City and more likely to visit the rest of the state.

Travel Patterns. Visitors to Salt Lake City typically stay longer in Utah but shorter in the U.S. compared to other overseas visitors to the state. They visit fewer states and destinations than other Utah visitors, and even indicate very little travel to other Utah destinations. Los Angeles and San Francisco remain the primary ports of entry, although Miami and Atlanta each become more important given use of both as a gateway from Latin American countries and the Delta connection between Salt Lake City and Atlanta. Salt Lake City visitors indicate a much shorter planning horizon and are more likely to be frequent travelers to the U.S. than other Utah visitors. Package deals are used even less frequently by travelers to Salt Lake City than to the rest of the state.

Purposes and Activities. As previously indicated, Salt Lake City attracts a significantly greater amount of business-related travel. Within the leisure component however, overseas visitors to Salt Lake City are much more likely to visit friends and relatives than other visitors to the state. Salt Lake City visitors are less likely to participate in many of the common leisure activities indicated by other travelers to the state. Nonetheless, as with all overseas visitors to the state, shopping, dining, national parks, cities, historic places and touring the countryside were still the top activities engaged in by Salt Lake visitors. However, in contrast to other Utah visitors, travelers to Salt Lake City were more likely to visit Yellowstone and the Grand Canyon than to visit the Utah national parks. Salt Lake visitors are more likely to attend a concert, play or musical, visit nightclubs, ski or play golf and tennis.

OVERSEAS VISITORS TO UTAH SUMMARY - 1997-1999*

Overseas Travelers who Visit Salt Lake City (32% of all Overseas Travelers to Utah)

DEMOGRAPHICS	
AGE (years)	
Average Age (mean)	42.0
18-34 Years	34%
35-54 Years	50%
55+ Years	16%

HOUSEHOLD INCOME (\$US)	
Average HH Income	\$80,400
< \$40,000	25%
\$40,000 - \$80,000	35%
\$80,000 - \$120,000	21%
\$120,000+	19%

PARTY COMPOSITION	
Avg. Travel Party (mean)	1.6
Traveling Alone	36%
Spouse	24%
Family/Relatives	23%
Business Associates	12%
Friends	11%
Group Tour	4%
Adults Only	95%
Adults and Children	6%

GENDER	
Men	74%
Women	26%

FREQUENT TRAVELERS	
Repeat Visitor to the U.S.	66%
U.S. Trips last 12 Months	2.1
U.S. Trips last 5 Years	5.7
1 Trip	28%
2 - 5 Trips	40%
5+ Trips	32%

ORIGIN MARKETS (1999 only)	
Germany	15%
Japan	14%
U.K.	12%
Oceania	7%
Benelux	6%
France	6%
South America	6%
Scandinavia	6%
Switzerland	5%
Italy	4%

PORT OF ENTRY	
Los Angeles	21%
San Francisco	12%
New York	11%
Chicago	8%
Cincinnati	7%
Atlanta and Miami (each)	6%

TRAVEL PATTERNS	
ADVANCE TRIP PLANNING	
Advance Trip Decision	95 Days
Advance Air Reservations	57 Days
Use of Pre-Booked Lodging	65%

USE OF PACKAGES	
YES	18%
Guided Tour	10%
Air/Lodging	8%
Air/Rental Car	6%
Air/Lodging/Tour	5%
Air/Lodging/Bus	3%
Air/Lodging/Bus/Tour	3%
Air/Lodging/Rental Car	2%
Advance Package Booking	79 Days
# of Nights Pre-paid as Part of a Package	11.7

INFORMATION SOURCES	
Travel Agency	66%
Friends/Relatives	20%
Travel Guides	15%
Airlines Directly	13%
Personal Computer	11%
State/City Travel Office	10%
Tour Company	9%
Corporate Travel Dept.	8%
Newspaper/Magazine	6%
Other	4%

EXPENDITURES	
Avg. Spending Per-Visitor-Per-Day (mean)	\$107

ACCOMMODATIONS	
Hotel/Motel	71%
Private Home	27%
Other	8%

TRANSPORTATION IN U.S.	
Rented Auto	49%
Airlines in U.S.	49%
Taxi/Cab/Limousine	37%
Company or Private Auto	34%
City Subway/Tram/Bus	15%

LENGTH OF STAY	
# of Nights In Utah (mean)	7.5
# of Nights in US (mean)	22.4

UTAH DESTINATIONS VISITED	
Bryce Canyon N.P.	3%
Monument Valley	2%
Zion N.P.	1%
Glen Canyon	0%

PURPOSE/ACTIVITIES	
PURPOSE OF TRIP	
Leisure & VFR	62%
Leisure/Rec./Holidays	44%
Visit Friends/Relatives	17%
Other	1%
Business & Convention	38%
Business/Professional	28%
Convention/Conference	8%
Study/Teaching	3%

OTHER DESTINATIONS VISITED	
# of States Visited	3.3
# of Destinations Visited	4.1
California	48%
Los Angeles	26%
San Francisco	24%
Nevada	31%
Las Vegas	29%
Wyoming	18%
Yellowstone N.P.	13%
Arizona	16%
New York	14%
New York City	13%
Colorado	11%
Denver	9%
Florida	10%

LEISURE ACTIVITIES	
Shopping	86%
Dining in Restaurants	83%
Visit National Parks	55%
Sightseeing in Cities	50%
Visit Historic Places	48%
Touring Countryside	42%
Visit Small Towns	38%
Amusement/Theme Parks	34%
Cultural or Heritage Sites	29%
Casinos/Gambling	28%
Concert/Play/Musical	28%
Art Gallery/Museum	21%
Guided Tours	17%
Visit Am. Indian Comm.	17%
Water Sports/Sunbathing	16%
Snow Skiing	13%
Nightclubs/Dancing	12%
Camping/Hiking	9%
Attend Sports Event	9%
Golfing/Tennis	8%
Environ./Eco Excursions	5%
Cruises	4%
Hunting/Fishing	3%
Ranch Vacations	2%

VISITATION VOLUME (1999 only)	
Total Int'l. Visitation (000s)	700

*SOURCE: U.S. Department of Commerce, ITA/Tourism Industries